References:

1) Aditya Nath Jha, (2014) Analysis of Distribution Channels of Life Insurance Business, GJRA - Global Journal For Research Analysis, Volume : 3, Issue : 6, June 2014

2) Anand Thakur, Sushil Kumar, (2013), Health Insurance Penetration in India: Implications for Marketers, International Journal of Advances in Engineering Sciences, Vol.3 (3), July, 2013

3) Anshuja Tiwari, Babita Yadav, (2012), A Customer Survey & Perception Towards Bancassurance (With Reference To Life Insurance Industry), South Asian Journal of Marketing & Management Research, Volume 2, Issue 2 (February, 2012)

4) Arvind Kumar Singh, Mamta Singh, (2014) Indian life insurance industry changing scenario and need for innovation, Asian Journal Of Management Research, Volume 4 Issue 3, 2014

5) Arup Mazumdar, (2011), Insurance Broking in India – A Relationship Model Approach, SIU Journal of Management, Vol.1, No.2 (December, 2011)

6) Arnika Srivastava, Sarika Tripathi, (2012) Indian Life Insurance Industry – The Changing Trends, Researchers World Journal of Arts, Science and Commerce, Vol No. III - Issue 2(3), April 2012 [93]

7) Bidyadhar Padhi, (2013) Role & Performances of Private insurance Companies in India, in the Post liberalization Era, International Journal of Engineering, Business and Enterprise Applications (IJEBEA), 5 (1), June-August, 2013

8) Bhagabat Barik, Rakesh Patra, (2014), Emerging Trends In Insurance – A Study In Indian Life Insurance Industry, Abhinav National Monthly Refereed Journal of Research in Commerce & Management, Volume 3, Issue 6 (June, 2014)

9) B. Muthukrishnan, Rama Devi, S. A. Senthil Kumar, (2013), Health Insurance in Rural India, Language in India, Vol. 13:4 April 2013

10) B. S. Bodla, Kuldeep Chaudhary, (2012), A Study Of Service Quality Expected And Perceived By The Customers Of Icici Prudential Life Insurance Company, International Journal of Computing and Business Research (IJCBR), Volume 3 Issue 2 May 2012

11) B. Charumathi, (2012), On the Determinants of Profitability of Indian Life Insurers – An Empirical Study, Proceedings of the World Congress on Engineering 2012 Vol I WCE 2012, July 4 - 6, 2012

12) D.Rajasekar, T. Hymavathi Kumari, (2014) Bancassurance In India- A Swot Analysis, International Journal of Business and Administration Research Review, Vol.1, Issue.5,April-June, 2014

13) G. Karunanithi, S.Banumathy, (2012), Marketing Strategy Of Lic Of India In The Global Scenario, Volume-1, ISSUE 5, (November 2012)
14) Harpreet Singh Bedi, Dr. Preeti Singh, (2011), An Empirical Analysis Of Life Insurance Industry In India, International Journal of Multidisciplinary Research, Vol.1 Issue 7, November 2011

15) Harmanpreet Singh, Lakhwinder Pal Singh, Vikas Monga, (2012), An Investigation into Satisfaction Level of Females Employees of Insurance Industry: A Study in India, International Journal of Physical and Social Sciences, Volume 2, Issue 5

16) Ipsita Swain, P.K.Sahoo, (2012), Service Satisfaction And Relationship Management In Life Insurance Companies : An Empirical View, Journal of Business Management, Commerce & Research, Vol-I,No.-3,Dec.-2012

17) Joginder Singh Arora, Gurpreet Kaur, (2011), An Empirical Study On Perceptions Of Intermediaries Involved In Selling Life Insurance Business In India, Elk Asia Pacific Journal Of Finance And Risk Management, Volume 2 Issue 2, April (2011)

18) Kavita Mahajan, (2013) Gaps In Customer Services In Insurance Industry And Strategies To Close These Gaps, International Journal of Marketing, Financial Services & Management Research, Vol.2, No. 7, July (2013)

19) Kishor Kumar Meena, Foreign Investment in Life Insurance Companies, International Referred Research Journal, August, Vol. III ISSUE-31

20) Kamal Gulati, Arvind Kumar, V. Ravi, (2012), E-Crm And Customer Satisfaction In Indian Insurance Industry, Volume 2, No.2.3 Quarter III 2012

21) Manoj Kumar Mishra, (2014), Demand Analysis for Life Insurance in India: Some Empirical Observations, International Journal of Advanced Research (2014), Volume 2, Issue (5)

22) N.Prasanna Kumar, Purna Prabhat Sunkara, (2014), Indian Insurance Market-An Overview, AEIJMR – Vol 2 - Issue 7 - July 2014

23) Naresh Ramdas Madhavi (2014) Insurance Sector in India: Challenge and Opportunities, GJRA-Global Journal for Research Analysis, Volume-3 Issue : 1 Jan 2014

24) Prarthana Shahi, (2013), Recent trends in the Marketing Strategies of Life Insurance Corporation of India, International Journal of Application or Innovation in Engineering & Management (IJAIEM), Volume 2, Issue 10, October 2013

25) P. Sridevi, (2012), A Study Of Buying Behaviour Of Consumers Towards Life Insurance Policies In Perambalur District, International Journal of Research in Management, Economics and Commerce, Volume2, Issue 5(May 2012)

26) Preeti Upadhyay, (2013) Satisfaction of the Policy Holders Protection in Insurance Sector: A Case Study, International Journal of Advanced Research in Computer Science and Software Engineering, Volume 3, Issue 2, February 2013

27) R. Sridhar, D. Srinivas (2013) Dynamics of Indian Insurance Industry – Role of Public and Private Players, GRA - GLOBAL RESEARCH ANALYSIS, Volume : 2 | Issue : 7 | July 2013

28) Ruby Singh, Dr. Amit Gautam, (2014), Foreign Direct Investment and Indian Insurance Industry, International Journal of Advance Research in Computer Science and Management Studies, Volume 2, Issue 6, June 2014

29) Rashmita Sahoo, Anshuman Swain, (2012), Life Insurance Market In India: A Review, International Journal Of Management Research And Review, June 2012/ Volume2 /Issue 6

30) Ruby Singh, Dr. Amit Gautam, (2014) Consumer Protection Laws & Regulations in Indian, Insurance Industry, International Journal of Research (IJR) Vol-1, Issue-5, June 2014

31) Swadesh Kumar Dash, Dr. Tushar Kanti Pany, (2013) Insurance Industry In India - Prospects And Challenges, Asian Journal of Multidimensional Research, Vol.2 Issue 4, April 2013

32) Sushma K. Kotgiri, (2013), Growth of life Insurance Business: Public and Private Insurance Players in India, Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS), Vol. 1 I Issue 1 I Mar. 2013

33) Sriman Srichandan, (2014), Indian Life Insurance Industry – The Changing Trends, IRD India, Volume-3, Issue–1, 2014

34) Santhosha, M.G. Krishnamurthy, Dr. C. Srikant, Rural Health Insurance In India: Need Of Developing Sustainable Health Insurance System, Contemporary Research In India, VOL. 4: ISSUE: 2

35) Sonika Chaudhary, Priti Kiran, (2011), Life Insurance Industry in India - Current Scenario, IJMBS Vol. 1, Issue 3, Septemb er 2011

36) Suman Si, Mansi Kapoor, (2014) Advertising Effectiveness on Consumer Decision Making & Decision Making : Study of Insurance Industry, International Journal of Advancements in Research & Technology, Volume 3, Issue 1, January-2014

37) Supriya, M. Lakhangaonkar, (2014) Online Insurance In India: A Long Way To Go, International Journal of Engineering Research and Applications (IJERA), April 2014

38) T.V. Malick, V. Selvam, Abdul Nazar, (2011), Robust Awareness On Indian Insurance Industry In Tier Three Cities, International Journal Of Research In Commerce, It & Management, Volume No. 1 (2011), Issue No. 5 (October)

39) Tapas Kumar Parida, (2014), FDI Limit Hike in Indian Insurance Industry: An Assessment, Journal of Business Management & Social Sciences Research (JBM&SSR), Volume 3, No.9, September 2014

40) Vijay. N, (2014), An Overview On Performance Of Insurance Industry In India, International Journal of Management and Social Science Research Review, Vol.1, Issue.6, Dec – 2014

41) Yogita Sharma, (2013), Analysis Of Fdi In Insurance Sector In India, IJRESS Volume 3, Issue 3 (April 2013)

42) Yogesh Jain, (2013), Economic Reforms and World Economic Crisis: Changing Indian Life Insurance market place, IOSR Journal of Business and Management (IOSR-JBM) Volume 8, Issue 1 (Jan. - Feb. 2013)